

went live during “major drive days” to remind and encourage viewers to donate at Angel Tree locations.

**Kid’s day:** KOVR/KMAX teamed up with the “Sacramento Bee” and Shriners Children’s Research Hospital of Northern California to promote the sale of a special dollar edition of the Bee benefitting the hospital. The stations helped raise \$100,000 by supporting the event with a PSA, a web feature, newscast features on children who have been helped by Shriners and live coverage the final day of the campaign. Shriners provides free care for kids with burn, spinal cord and orthopedic injuries.

**Run to Feed the Hungry:** KOVR/KMAX support this Sacramento Thanksgiving tradition with live coverage and promotional appearances at the event. Through their support, the stations helped raise more than \$600,000 for the Sacramento Food Bank and drew 23,000 people to come walk/run the streets of Sacramento.

**Best of Sacramento Party:** Each year “Sacramento Magazine” names its “Best of” and each November the magazine holds a party to showcase the winners. KMAX “Good Day Sacramento” hosts Nick Toma and Marianne serve as co-hosts for the committee as well as kick off the night’s festivities. This year’s event was attended by more than 7,500 people and helped raise more than 400,000 for The March of Dimes.

## **WUPA (Atlanta)**

**HIV/AIDS Outreach and Testing:** On February 7, 2007, National Black HIV/AIDS Awareness Day WUPA dedicated an entire day of activities focused the education and awareness of HIV/AIDS. It began with a call to action with partner Radio One Atlanta. Both stations asked viewers and listeners to join them in a rally to encourage HIV testing. Someone Cares, Inc. provided Free HIV testing. WUPA capped off the day with two panel discussions: Sexual Responsibility in College and Safe Sex in your 40’s.

**American Diabetes Association Ride to Live:** WUPA sponsored the American Diabetes Association Ride to Live, a fundraiser that encourages bikers to pledge donations and ride to support the cause of Diabetes Awareness and Education. The station produced and aired a Public Service Announcement for the event and interviewed a representative on Focus Atlanta, its public affairs program. With WUPA's support, more than 600 riders raised \$221,000 for the cause.

**The Great Atlanta Youth Walk:** In September, 2007, WUPA sponsored the 11<sup>th</sup> Annual Great Atlanta Youth Walk. The youth walk is the only event of its kind to highlight the positive aspects of Atlanta's south side. It is based on the premise that churches, schools and community organizations form the first line of defense in support of children and families. As a media sponsor, the station committed to running PSAs to promote the walk and provided promotional items as giveaways for the event.

#### **WGNT (Norfolk)**

**911 Cell Phone Recycle Campaign:** WGNT held a cell phone recycling campaign in 2007 both to discourage the improper disposal of cell phones and their effects on the environment but also to benefit the community by programming them to 911 and donating them to domestic violence shelters and senior citizens.

**25<sup>th</sup> Annual Child Abuse Prevention Celebrity Night:** WGNT participated in this event held at eleven restaurants throughout Hampton Roads. This popular event helped Prevent Child Abuse Hampton Roads raise more than \$28,000 for its programs.

**Paint Your Heart Out!:** WGNT sponsored Paint Your Heart Out! Day, one of Virginia's largest grass roots volunteer projects -- a one-day community beautification project organized by the Rotary Clubs of South Hampton Roads. On paint day, community

volunteers meet at their city's designated spot and receive their home assignments. Then, each paint team consisting of 20-25 volunteers disperse throughout South Hampton Roads to paint the exterior of homes and clean the yards of elderly and/or handicapped homeowners. Since this annual community service project began in 1992, more than 750 homes in the Hampton Roads area have been painted at no expense to the homeowner.

### **KSTW (Seattle)**

**Project Green:** During 2007, KSTW produced and aired a series of vignettes titled "Project Green" which addressed ecological issues. The campaign is supported by the station's extensive website feature, Living Green, which includes information on everything earth-friendly from recycling cell phones to taking a "green" vacation.

### **WTOG (Tampa/St. Petersburg)**

**Breast Cancer 3-Day:** WTOG's Sheli Sanders, host of CW 44's BaySide, participated in the Breast Cancer 3-Day, a 60-mile walk for women and men who want to make a personal difference in the fight against breast cancer. Participants walk 60 miles in three days and help raise millions of dollars for breast cancer research and patient support programs. Each night of the event, walkers experience an incredible mobile city that's more than just sleeping tents and warm showers, where they can eat, relax and renew their spirit with their fellow walkers. The Breast Cancer 3-Day benefits Susan G. Komen for the Cure and the National Philanthropic Trust Breast Cancer Fund. Sanders first-hand experience with the 3 Day was chronicled on BaySide.

**Great American Teach-In:** All across America, men and women from many walks of life took time out of their busy schedules to share their professions with our nation's youth during the 2007 Great American Teach-In. WTOG's Creative Services Manager Greg Blackburn along with Marketing Coordinator Courtney Kuhn took this special opportunity to visit a public school and share their experiences and skills with a new generation.

# # #

**APPENDIX 4**

**CBS OWNED TELEVISION STATIONS -- COMMUNITY-  
RESPONSIVE PROGRAMMING, 2007**

**CBS Owned Television Stations -- Community-Responsive Programming,  
2007**

**WCBS (New York)**

**Race for the Cure:** This hour-long special, which aired on the eve of New York's Susan G. Komen Race for the Cure, chronicled how the Komen organization helped make breast cancer one of the most visible public health issues. At the same time, the program took an in-depth look at the issues surrounding the disease from prevention, and detection to the stories of survivors who have faced cancer and lived. The program was hosted by Anchors Maurice DuBois and Kate Sullivan, along with special reports by Medical Reporters Dr. Holly Phillips and Dr. Max Gomez, Anchors Kristine Johnson and Dana Tyler and Reporters Tamsen Fadal and Cindy Hsu. Celebrities' interviews included First Lady Laura Bush, breast cancer survivor Peggy Fleming and cancer awareness advocate Katie Couric.

**"Holiday in Bryant Park":** WCBS produced and aired its first live hour-long holiday and Christmas tree lighting special. Hosted by Anchors Chris Wragge and Kristine Johnson and joined by weathercaster Lonnie Quinn, the festive and entertaining special featured a host of top stage, screen and television actors and performers, champion ice skaters, and a tree lighting ceremony. Entertainers included the legendary Ben Vereen, Broadway's Bebe Neuwirth and skating performances presented by Stars on Ice. In addition, Talent Unlimited High School, featuring a choir of 28 New York City high school students accompanied some of the stars, also performed.

**"Sunburned - Skin Cancer Exposed:** This original half hour hosted by Medical Reporters Dr. Holly Phillips and Dr. Max Gomez highlighted the dangers of the sun, new information on skin cancer and ways to stay protected against the harmful rays. WCBS

Investigative Reporter Kirstin Cole also took an in-depth look at sunscreens and investigated what popular brands really work and which ones do not deliver. Dr. Holly Phillips and Dr. Max Gomez wrapped up the special by taking viewer questions and emails about skin cancer concerns.

**CBS2 HD Presents “Eye on the Storm: The Hurricane Threat”:** This 30-minute special, produced in partnership with The Weather Channel, focused on Fall’s hurricane season and its potential risks to the coastlines of New York, New Jersey, Long Island and Connecticut. It also featured dramatic footage of some of the biggest hurricanes in recent history, as well as the deadliest and most destructive storms ever to hit the East Coast. The program included interviews with weather experts Jim Cantore and Dr. Steve Lyons from the Weather Channel along with other experts whom detailed the satellite imagery from the National Hurricane Center. In addition, the WCBS weather team, Lonnie Quinn, Elise Finch and John Elliott gave a break down of the tri-state areas most at risk and assessed the dangers they may encounter this hurricane season. The special also offered important and crucial safety tips in the case of a hurricane emergency.

**CBS2 HD at the Tonys:** WCBS presented a one-hour special, “CBS 2 at the Tonys,” saluting all the Tony Award nominees and featuring exclusive interviews with Broadway’s biggest names. Anchor Dana Tyler hosted the special. This hour-long Broadway celebration featured one-on-one interviews and a behind-the-scenes look at the best on Broadway in 2007.

**“The New York Times Arts & Leisure Weekend”:** WCBS Anchor Dana Tyler hosted this one-hour special featuring many of the exciting highlights and entertaining moments from The Times’ sixth annual weekend held January 5–7 in New York City. The special showcased many of the in-depth conversations between Times journalists and some of the biggest names in the arts and entertainment industry, such as world-renowned dancer and actor Mikhail Baryshnikov, Miley Cyrus and Billy Ray Cyrus, stars of the hit TV show “Hannah Montana,” opera star Renée Fleming, actress Vanessa Redgrave,

comedian Martin Short, legendary musician James Taylor and singer/songwriter Rufus Wainwright.

**“At the Met with Dana Tyler”:** This half-hour special took viewers inside the opening of The Metropolitan Museum of Art’s expansive new Greek and Roman Galleries. The seven large galleries are the culmination of a 15-year project to redesign and reinstall the Museum’s extensive collection of classical art. “At the Met with Dana Tyler” featured an impressive overview of the new galleries and an in-depth interview accompanied by a room to room tour with the Curator in charge.

#### **KCBS/KCAL (Los Angeles)**

**Heal the Bay Special:** This one-hour program, which aired on both KCBS and KCAL, was produced in conjunction with the environmental organization Heal the Bay to promote Coastal Clean Up Day, held the third Saturday of September each year. The aim was to educate viewers about the dangers of pollution in the Pacific and how they can help repair the damaged Santa Monica Bay. The program focused on the danger of plastics to our oceans and marine life and what each person can do to make a difference. The program followed sea birds and sea lions as they were rescued, rehabilitated and released back into the wild. The special, hosted by Anchor (and surfer) Harold Greene and Anchor Leyna Nguyen, was shot on the Southern California coastal locations of Santa Monica, Malibu, San Pedro and Long Beach.

**Chabad Telethon:** this 6-hour Chabad “To Life” Telethon which was broadcast on KCAL, generated more than \$7.18 million in charitable funds for the group’s nonsectarian educational and social service programs. Chabad is a community-based nonprofit organization whose efforts are rooted in traditional Jewish values. Its programs help those in need regardless of background or belief.

**MDA Telethon:** KCAL broadcast the annual Jerry Lewis Muscular Dystrophy Telethon raising about \$ 7 million locally and \$63.8 million nationally. Hosted by Anchor David



Gonzales, Weathercaster Jackie Johnson, Anchor Leyna Nguyen and Reporter Lisa Sigell, the Telethon aired, as is tradition, on Labor Day weekend.

**Special Olympics Summer Games:** KCAL aired this one-hour special highlighting the California Special Olympics games and its athletes. Hosted by Anchor Leyna Nguyen and Sports Reporter John Ireland, the program focused on the remarkable athletes and their families along with the volunteers and corporate partners who see the strength and spirit of these individuals that inspire us all.

### **WBBM (Chicago)**

**Parades:** WBBM celebrated the diversity of Chicago's neighborhoods with extensive coverage and broadcasts of the region's many parades including the South Side Irish Parade, the Polish Constitution Day Parade, ¡Viva Mexico! From Little Village celebrating Mexican Independence and the Columbus Day Parade in celebration of Christopher Columbus and Italian Heritage.

**CBS 2 at Brookfield Zoo:** Reporter Susan Carlson hosted this first-ever showcase on where to go, what to do and what's new at the Brookfield Zoo.

**Living Green:** In this half hour special, WBBM Meteorologist Steve Baskerville explored this hot topic, presented many of the current green products available, and, with help of experts from around the country, showed what viewers can do to "go green."

**Head of the Class:** WBBM honored the high school valedictorians from the greater Chicago area and Northwest Indiana for the fourth year in a row. The station produced the annual "Head of the Class" Public Service Announcement which featured the top student from each school. These Valedictorian Salutes aired throughout June and July during high-visibility time periods within station newscasts and throughout the day. Additionally, every valedictorian was featured on the station's website.

### **KYW/WPSG (Philadelphia)**

**MLK: A Philadelphia Tribute:** KYW/WPSG were proud to honor the memory of Dr. Martin Luther King, Jr. with a half-hour, locally-produced special which aired throughout February, Black History Month, on both stations. KYW Anchor Ukee Washington and WPSG Anchor Natasha Brown hosted *MLK: A Philadelphia Tribute*, which highlighted local events including a tribute concert performed by The Philadelphia Orchestra on Martin Luther King Jr. Day of Service. WPSG's CW Crew also volunteered at Martin Luther King High School that day for a service-learning project.

**The Alex Scott Phone Bank:** KYW took the unusual step of breaking format on Thursday, June 7 to present a full day of fundraising for Alex's Lemonade Stand. *The Alex Scott Phone Bank* aired in special segments from 6 a.m. to 8 p.m. throughout the broadcast day. The station made the time available in newscasts, in commercial break time and by pre-empting some regularly-scheduled programming. KYW's Larry Mendte spearheaded the 14-hour effort which raised more than \$700,000 for the Alex's Lemonade Stand Foundation, a unique charity that evolved from the front yard lemonade stand of four-year-old Alex Scott. Since her passing in 2004, it has blossomed into a nationwide fundraising movement to find a cure for childhood cancer.

**St. Patrick's Day Parade:** KYW/WPSG were proud to bring area viewers the 237<sup>th</sup> St. Patrick's Day Parade, the second oldest parade in the country, live on Sunday, March 11 both on KYW and streamed live on cbs3.com. KYW Anchor Larry Mendte and Meteorologist Kathy Orr hosted the parade coverage from the reviewing stands. The Parade was rebroadcast on St. Patrick's Day, March 17 on WPSG.

**Mayoral Primary Debate:** KYW, The League of Women Voters and the Committee of Seventy joined forces to broadcast the first televised debate among the five Philadelphia Democratic Mayoral Candidates – Bob Brady, Dwight Evans, Chaka Fattah, Tom Knox and Michael Nutter – in April. KYW Anchor Larry Mendte moderated the hour-long session, which was videotaped at the stations’ new HD studios. The debate aired twice on KYW and a third time on WPSG.

**Memorial Day Special:** KYW Anchor Larry Mendte saluted area sons and daughters who made the ultimate sacrifice in a moving Memorial Day special, *A Moment to Remember*. The half hour special, centered on the story of one soldier, Corporal Stephen McGowan of Newark, Delaware who handed out Beanie Babies to the children he met in Iraq. He became known nationally as “the Beanie Baby soldier.” While McGowan lost his life to a roadside bomb, his fellow soldiers continue to give out Beanie Babies in his name. But the program went beyond this one inspiring story by featuring remembrances of many of the family members of local soldiers lost in the war and by including a photo of each and every one of the 89 area men and women lost in Iraq and Afghanistan.

#### **WBZ/WSBK (Boston)**

**The Boston Marathon:** In 2007, WBZ became the exclusive television station for the historic coverage of the 111<sup>th</sup> running of the Boston Marathon, the world’s oldest annual marathon. More than 20,000 runners completed the race. For several weeks leading up to race day, WBZ produced daily feature stories about local community heroes who run the race to raise money for charities. This coverage was in addition to the six hours of live television coverage of the race in April.

**Project Mass –Violence:** In the summer of 2007, *Sunday with Liz Walker* hosted a one-hour special focusing on the upsurge of violence in Boston. Walker interviewed various city officials and activists including Boston Mayor Thomas Menino, Police Commissioner Edward Davis, Michelle McPhee of the Boston Herald, Debra Prothro-

Stith of Harvard University, and activists Tina Cherry and Lynne Currier about their plans to curb the growing hostility in the city.

**Fourth of July:** WBZ is the exclusive television station for the Boston Pops annual Fourth of July Fireworks Spectacular. The event features patriotic music by the Boston Pops Orchestra, special guests, such as 2007's host Craig Ferguson and star-performer John Mellencamp, and a breathtaking fireworks display. Broadcasting locally from 8-10 p.m. and nationally at 10-11 p.m., the concert is one of the city's and nation's most cherished events. WBZ-TV brings the excitement and entertainment live from Boston's Charles River Esplanade into thousands of homes.

**Political Coverage:** Political analyst Jon Keller led the stations' political coverage this past political season helping bring viewers the most comprehensive coverage of local politics and national issues by maintaining a "Keller @ Large" blog on wbztv.com; interviewing local politicians and community leaders each Sunday morning during WBZ's News, and hosting his half hour "Keller @ Large" show on WSBK-TV. In addition, WBZ and WSBK hosted a debate with the five Democratic candidates in the Fifth Congressional District race.

**Holiday Pops:** WBZ once again aired an exclusive broadcast of "Holiday Pops." The December 2007 show featured the popular Canadian group, Barenaked Ladies, award winning vocalist Renesc King, Boston Pops conductor Keith Lockhart, and the Tanglewood Festival Chorus, and was hosted by Lisa Hughes and Jack Williams.

### **WWJ/WKBD (Detroit)**

**"Building Bridges: From the Great Lakes to the Great Wall":** Carol Cain, WWJ Community Affairs and Editorial Director and Videographer Paul Pytlowany traveled to China to explore Michigan's business, education and cultural ties with China and

examine whether those connections would ultimately be good for Michigan. “Building Bridges: From the Great Lakes to the Great Wall” was a three-part TV special that aired December 16, 18 and 19 and included interviews with dozens of influential leaders including three of Michigan’s governors, high-ranking automotive executives, the Chinese Ambassador to the U.S. as well as retired auto workers and teens from Highland Park, Michigan. Note: this is also submitted as a separate sidebar story – use one or the other, not both.

**“Rules of the Road/Backseat Driver”:** WKBD created this on-going series of driver’s safety tips. The campaign was originally called “CW50’s Rules of the Road” and was hosted by Michigan State Police First Lieutenant Thad Peterson. The series was later dubbed, “CW50’s Backseat Driver.”

**“Street Beat”:** This locally produced, weekly half hour interview and discussion program aired on both WWJ and WKBD. Hosted by Community Affairs and Editorial Director Carol Cain, the show highlights the efforts and achievements of nonprofits, faith-based agencies and the philanthropic agencies that support them. It also explores issues of interest to the community and people who are making a difference.

**“Michigan Matters”:** This locally produced, weekly half hour news magazine airing on both WWJ and WKBD focuses on important political and business issues concerning the Metro Detroit Area. Michigan Matters is hosted by Carol Cain, Community Affairs and Editorial Director. Guests in 2007 included: Congressman John Dingell, Detroit Mayor Kwame Kilpatrick, Governor Jennifer Granholm, GM CEO Rick Wagoner, University of Michigan President Mary Sue Coleman, CNN Anchor Lou Dobbs and numerous community leaders.

## **WCCO (Minneapolis/St. Paul)**

**Project Energy:** WCCO took on the energy crisis in April with a series of groundbreaking reports entitled, *Project Energy*. The series of reports that covered the world's dwindling supply energy and resources, and efforts in Minnesota to develop alternatives, aired in the 10 p.m. newscast. Viewer response was so overwhelming that the series continued as a news series throughout the year and became the theme for the station's exhibits at the Minnesota State fair.

**Holidazzle Parade:** This annual spectacular draws thousands of spectators from around the state during the holiday season. The floats, made up of hundreds of thousands of lights, are centered on children's themes. WCCO produced a one-hour broadcast of the Holidazzle Parade that aired five times between Thanksgiving and Christmas.

**Peterson Family Holiday Special:** Every Christmas, the notorious Minnesota Peterson family comes home to perform a special holiday concert tour. Taking center stage is mother and jazz pianist Jeanne Arland Peterson along with her five children, all of whom are award-winning professional singers and musicians. This hour-long special reunited Minnesotans with the Peterson family and aired several times during the holiday season.

**Good Question:** Viewers told WCCO that they crave more context, more "how" and "why" from daily news. The Good Question segment is an on-air franchise created to satisfy those desires. The station pulled together the most popular questions and put them into a half-hour program. This special program provides answers to everything from "Will bankruptcy fix Northwest Airline's problems?" to "Why don't hot dogs fit the buns?"

**Finding Minnesota:** Research showed that a large segment of WCCO's community has only lived in Minnesota for less than seven years. "Finding Minnesota" is designed to connect viewers with the state they live in. This weekly segment appears in WCCO's 10

p.m. newscast and features places like Split Rock Light House and Pike Island. WCCO also produced and aired a half-hour special highlighting the places most Minnesotans have yet to discover.

### **WFOR/WBFS (Miami)**

**Connecting With Kids:** This series of half-hour broadcasts produced by the CWK Network, Inc, focused on issues of critical concern to children and their families. The specials aired monthly on WFOR on Sundays at 11 a.m.

**Hurricane 2007 Specials:** WFOR/WBFS presented two comprehensive hour-long specials, "Hurricane 2007." Anchored by WFOR Storm Specialist Bryan Norcross and Chief Meteorologist David Bernard, the programs provided important information on how to prepare for the hurricane season.

**Neighbors 4 Neighbors Special:** This half-hour special demonstrated how WFOR's Neighbors 4 Neighbors helped numerous South Florida residents in need. The special, hosted by News Anchor, Shannon Hori, aired on WFOR and was rebroadcast on WBFS.

**Caring 4 South Florida:** WFOR turned the spotlight on three organizations dedicated to serve the people of South Florida and the local community in general. The half-hour special aired on WFOR and WBFS.

**Silver Knights Specials:** WBFS produced two one-hour specials documenting the Miami Herald's Silver Knight Awards honoring outstanding Broward and Miami-Dade high school seniors.

## **KPIX/KBCW (San Francisco)**

**Jefferson Awards:** KPIX-TV awarded the “Jefferson Award for Public and Community Service” on a weekly basis during the 6:00 P.M. newscast to a Bay Area recipient who did extraordinary things without expectation of recognition or reward. To help the station identify and celebrate these “Unsung Heroes,” KPIX encouraged viewers to send in their nominations and established a Selection Committee comprised of representatives from 12 Bay Area non-profit organizations who voted on each week’s winner. The winners are also celebrated in a half-hour special each year.

**Red Cross Telethon:** KPIX’s “Eye on the Bay” aired a telethon raising money to support the Red Cross efforts following the fires in San Diego. The telethon raised \$32,000.

**Saluting Youth:** KBCW produced a series of vignettes on young people who have made a difference in the community, entitled “Spirit Scholarship”.

**Going Green:** KBCW produced a series of six vignettes encouraging viewers to Go Green. Each spot featured a tip on how to be energy-efficient. *Bay Sunday*, KPIX’s weekly public affairs show, also featured a green topic -- Jakada Imani of the Ella Baker Center for Human Rights discussed their Green Collar Jobs Campaign. The program combines saving the environment with jobs in the new “green economy” for African American and Latino youth.

**Growing Up Native American:** *Bay Sunday* guest Sherman Alexie, author, poet, and filmmaker, discussed his novel for juveniles based on his life story of growing up on a reservation entitled: “The Absolutely True Diary of a Part-Time Indian.” Alexie discussed his isolation as a Native American and the only other Indian other than the



mascot to attend the all white high school. He also discussed ways of helping people find their ways out of loving "family traps" and growing as human beings.

#### **KDKA/WPCW (Pittsburgh)**

**Taking The Lead - Driving Skills For Life:** KDKA produced this half-hour local special which focused on teaching young drivers the hazards of driving. The program was part of an overall campaign on teen driving safety that the station produced in association with Westfield Insurance and the Ford Motor Company.

**Pittsburgh Mayoral Debate:** KDKA produced this one-hour debate between the candidates for mayor of Pittsburgh, Luke Ravenstahl (Democrat) and Bill Peduto (Republican). KDKA News's Ken Rice moderated the debate.

**Highmark Healthy High 5: Stop The Bullying:** KDKA produced this half-hour local program which examined the scope of bullying, new forms of bullying, and how to prevent bullying in schools. This program was part of an overall campaign on the subject of bullying that the station produced in association with Highmark. KDKA News's Sonni Abatta hosted the program.

**KD/PG Sunday Edition:** KDKA and the *Pittsburgh Post-Gazette* produce this weekly half-hour program in which current community issues are discussed. KDKA-TV's Stacy Smith and Ken Rice, and the Editor of the *Pittsburgh Post-Gazette*, David Schribman, are the hosts for this program.

**The Sunday Business Page:** KDKA produces this weekly half-hour local program dealing with the viewing area's economy and business environment. The Sunday Business Page is hosted by KDKA's John Delano.

**Hometown High-Q:** This locally produced half-hour game show featured local high school students competing weekly in a contest designed to test their knowledge of various academic subjects.

**The Lynne Hayes-Freeland Show:** This half-hour public affairs program hosted by KDKA's Lynne Hayes-Freeland aired on sister station WPCW and featured discussions on community issues with an emphasis on local minority concerns.

### **KCNC (Denver)**

**Qwest Spirit of the Season:** On Saturday, December 16<sup>th</sup>, KCNC proudly broadcast the fifth annual "Qwest Spirit of the Season" live from Boettcher Concert Hall. The 2 ½ hour live event showcased the Colorado Symphony Orchestra's (CSO) performance of "A Colorado Christmas" featuring the CSO, the CSO Chorus and the Colorado Children's Chorale. KCNC's Molly Hughes, Ed Greene and Jim Benemann hosted the telecast that included traditional Christmas music along with heartwarming stories about people making a difference in the community.

**Bolder Boulder:** KCNC has been the broadcast home of the Bolder Boulder – one of the largest foot races in the country – and one of the largest local Memorial Day celebrations for more than 25 years. The station provided four hours of live coverage of the day's events on Memorial Day.

**Mile High Holidays:** KCNC's December holiday special focused on the numerous activities and events taking place in downtown Denver during the season.

**Denver Arts Week:** This special, which aired in October, focused on the week-long celebration of local arts, cultural events and organizations throughout Denver.

**Pay It Forward:** This special took a look back at KCNC's Pay it Forward program where viewers send in a tape explaining why they'd like to make a donation to an

individual, family or group in need. The station then features the donor and recipient and shows how the gift is going to make a difference in someone's life.

### **WJZ (Baltimore)**

**ON TIME:** WJZ's long-time weekly public affairs show covers issues and topics relevant to Baltimore's urban community. Hosted by news anchor Kai Jackson, ON TIME addresses health care disparities in the African American community, immigration controversies, education challenges, race relations, cultural events and other topics relevant to our viewing audience. Each show is simulcast on the five CBS Radio Stations in Baltimore.

**WJZ's Army Navy Special:** Anchors Denise Koch and Kai Jackson hosted a three-hour special celebrating the traditions between the military service academies. This long-standing football rivalry between Army-Navy was held in Baltimore for the second time in seven years. The live broadcast captured the excitement of special military equipment displays and activities including the marching into the stadium by the men and women in Army and Navy uniforms.

**Cal Ripken Special:** WJZ captured famed Baltimore Orioles' Cal Ripken's induction into National League Baseball's Hall of Fame with a special newscast live from Cooperstown, New York. Sports Director Mark Viviano lead WJZ's coverage that included the induction ceremony, speeches by the Ironman himself and a retrospective of the career of this outstanding short stop and third baseman who exceeded baseball legend Lou Gehrig's record of 2,131 consecutively played baseball games.

**New Year's Eve Spectacular:** WJZ's annual end of year 90-minute special featured News Anchors Denise Koch and Kai Jackson anchoring live from Baltimore's Inner Harbor. The special concluded with a live 20-minute fireworks show choreographed to

music. On-air promotions, news coverage and public affairs interviews created awareness of the city of Baltimore's annual event and WJZ's news special.

### **KTVT/KTXA (Dallas/Fort Worth)**

**The Roads of Happy Hill:** KTVT and KTXA broadcast a half-hour special on Granbury's Happy Hill Farm Academy and Home for at-risk children. "The Roads of Happy Hill" was hosted by news anchor Tracy Kornet and KTVT/KTXA President and General Manager Steve Mauldin. The special profiled Happy Hill Farm founder Ed Shipman and how he came to create what has become a model program. In addition, viewers met some of the kids at Happy Hill and saw what daily life is like for them. The program also featured interviews with Dallas Cowboys management, including Owner Jerry Jones and Executive Vice President Brand Management/President of Charities Charlotte Jones Anderson, as well as Cowboys players, discussing why they dedicate dollars and their own time to the Farm.

**Ahead of the Storm:** The KTVT and KTXA Storm Team presented a 30-minute broadcast special, "Ahead of the Storm." The program included a review of a recent deadly tornado in the Dallas/Fort Worth area complete with interviews with survivors, an explanation of changes to the Fujita scale (the standards by which tornadoes are measured), an assessment of why some local cities are investing in lightning detection devices, as well as how families can establish safe rooms in their homes. The special also discussed the dangers of flash flooding, dispelled some common myths and misconceptions about severe weather.

**"Positively Texas:"** KTVT and KTXA's weekly community affairs program focuses on local events of interest and issues of concern to North Texans. Topics addressed in 2007 included education, health, family, non-profit organizations, city government and politics, crime, consumer rights, events and festivals.

**E-life:** KTVT and KTXA produced a regular series of stories to help North Texans better understand the factors that influence their environmental quality of life, their “e-life.” The “e-life” multi-platform effort includes features on a variety of weather and climate-specific topics, including drought, flooding, wildfires and more. The programming brings useful information to viewers on how they can help prevent pollution and preserve North Texas’ most precious natural resource: water. E-life is presented in partnership with the Environmental Protection Agency, the Texas State Soil and Water Conservation Board, and the North Central Texas Council of Governments.

#### **KOVR/KMAX (Sacramento)**

**Pet Telethon:** KOVR/KMAX partnered with the Sacramento Society for the Prevention of the Cruelty to Animals to produce a live two-hour telethon. The stations support the effort with a PSA, a web feature with links to donate as well as news features on both stations. The telethon is also streamed live on the stations’ website. The program helped area shelters raise more than \$80,000 and saved many animals’ lives.

#### **WUPA (Atlanta)**

**A Positive Light: HIV in Atlanta:** *A Positive Light: HIV in Atlanta* was a one-hour special about the growing number of African American women diagnosed with HIV. It introduced “Lana”, a mother/grandmother who was diagnosed with HIV in 2002. She describes experiences surrounding her diagnosis, how she disclosed her disease to family and friends, her treatment and her peace with the hand she’s been dealt. WUPA interviewed her healthcare provider, her support group administrator and visited Lana at her home. This moving special attempted to put a face to the HIV/AIDS problem in an effort to ease the shame and guilt associated with the disease in the African American Community.

**Muscular Dystrophy Association Telethon:** For the past nine years WUPA has been the “Love Network” for the Jerry Lewis MDA Labor Day Telethon. On September 2-3, 2007 WUPA devoted 21 ½ hours to raising money for “Jerry’s Kids”. A record \$1,620,076 was raised on the local level. All of the donated money stays in the greater Atlanta area to help children and adults diagnosed with neuromuscular diseases. The local hosts, including CW Atlanta Public Affairs Director Keisha Williams, spent 16 hours on the air with check presentations, interviews, and educational appeals.

**Focus Atlanta:** “Focus Atlanta” is WUPA’s locally produced community relations program which airs Sundays at noon. The 30-minute program tackles important issues that affect our community. Programs aired in 2007 covered a variety of topics from domestic violence to adult literacy.

### **WGNT (Norfolk)**

**Teen News Now:** In June, WGNT began airing “Teen News Now,” a program that covers positive stories about what teens are doing in the Norfolk area, from their talents and skills to their involvement in the local community. Teens from the various school systems throughout the Greater Hampton Roads ages 13-19 host write and produce the show under the auspices of WGNT. They are instructed in the entire creative process, including editing, shooting and directing. Seventy-one teens are involved in this spectacular production produced at WGNT’s studios. “Teen News Now” airs every Saturday at 10 p.m.

**Here and Now on The CW:** The station’s public affairs show, “Here and Now on The CW,” airs every Saturday at 6:30 a.m. covering topics unique to the Hampton Roads area. Each month, we discuss Free 2 Be Green, highlighting practices and people who are protecting our environment. Topics covered in the past year included the epidemic of teen drinking, Latino culture and the Jena 6’s affect on Hampton Roads among other topics.

## **KSTW (Seattle)**

**Puyallup Valley Daffodil Parade:** KSTW participated in and televised the 74<sup>th</sup> Annual Puyallup Valley Daffodil Grand Floral Street Parade. The Grand Floral Street Parade is the highlight of Daffodil Festival Week. The parade travels through the four cities of Tacoma, Puyallup, Sumner and Orting and consists of approximately 40 float entries and over 80 other entries, including bands, marching and mounted units. The floats are decorated with fresh-cut Daffodils, numbering in the thousands.

**“NorthWest Indian News:”** KSTW airs this weekly half hour public affairs show which reports primarily upon the positive achievements of Native Americans and the successes of Tribes and Bands throughout the northwestern region of North America.

## **WTOG (Tampa/St. Petersburg)**

**BaySide:** WTOG’s weekly public affairs show covers a variety of topics of interest to the CW viewers. Here’s a sampling of what the program explored in 2007: the Abilities Wine & Food Festival, the oldest and largest wine tasting in Pinellas County, which benefits the Abilities Foundation. The Abilities Foundation raises, invests, and distributes funds to meet the employment, housing, health and independent living needs of persons with disabilities. Experts from All Children’s Hospital discussed the dangers of childhood asthma. Disease. Wheels of Success Founder and CEO Susan Jacobs discussed the various ways the organization can help clients before they lose their transportation.

Life Link of Florida's Manager of Public Relations, Jennifer Krouse and Recipient, Olivia Kathleen (age 7) came on the show to enlighten viewers of the importance of Organ Donation.

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**APPENDIX 5**

**CBS OWNED TELEVISION STATIONS – LOCAL NEWS  
INITIATIVES**